

EVERGREEN PERINATAL EDUCATION And SWAG Conferences LLC

Present

**Professional Education in Breastfeeding and Lactation
Including Lactation Educator Certificate**

May 17-21, 2010 OR November 1-5, 2010

Hs Lordships Restaurant Berkeley, CA



Set in a room with a beautiful 3-sided floor-to-ceiling view of San Francisco, the San Francisco Bay and the Golden Gate Bridge this in-depth course enables participants to provide accurate, current and consistent information about breastfeeding and lactation and support expectant new families in feeding their babies from birth through the process of weaning. Each participant will be given the knowledge to work with other healthcare providers to ensure continuity of care for the breastfeeding mother and her infant(s). All areas of the International Board of Lactation Consultant Examiners exam grid are included, and the course content is based on current scientific research as it applies to “best practice” issues in the clinical setting.

REQUIREMENTS ARE FINISHED BY THE LAST DAY OF THE COURSE WHEN CERTIFICATES ARE AWARDED. NO ASSIGNMENTS DUE IN THE FUTURE.

FACULTY

Molly Pessl, BSN, IBCLC Director Evergreen Perinatal Education

Molly has spent most of her career with a focus on family centered maternity care. She worked at Evergreen Hospital Medical Center from 1985-2003, following 5 years as a health educator, clinician and lactation consultant for a hospital-based nurse-midwifery service. At Evergreen Hospital, she developed comprehensive parent and professional education programs, the regional breastfeeding center, a postpartum clinic and Baby-Parent Groups. This led to the first US designation of “Baby Friendly” by UNICEF and the World Health Organization. Molly is currently the director of Evergreen Perinatal Education, a consulting and education program for professionals. She has served on the International Board of Lactation Consultant Examiners and is a past president of that board. She is a registered nurse, childbirth educator and an International Board Certified Lactation Consultant.

Ginna Wall, MN, RN, IBCLC

Ginna founded the lactation program at the University of Washington Medical Center in 1986 and continues there as coordinator for Lactation Services. This program serves a predominantly indigent and high-risk client, and the challenge of caring for the premature infant is a major focus of the program's lactation consultants. Almost 20% of the infants born at the University of Washington Medical Center require neonatal intensive care. Ginna received her master's degree in nursing from the University of Washington and has published several articles about breastfeeding in BIRTH, JOGNN and the Journal of Human Lactation. Ginna has served on the editorial board of the JHL and the exam committee of IBLCE. She has been on the faculty of Evergreen Perinatal Education since its inception.

Marie Witherell, RN, ICCE, IBCLC

Marie has worked with pregnant and new families in diverse settings since 1986. Since 1999, she has worked as a lactation consultant at Evergreen Hospital and Medical Center in the Breastfeeding, Family Maternity and Postpartum Care Center. She's an internationally- certified childbirth educator with experience in curriculum development and coordination of prenatal education programs at hospitals around the state of Washington. Marie has special skills working with teen birth and parenting. Her community involvement includes work with schools, universities, the media and advocacy organizations as a warm and engaging speaker and writer. She is an ardent spokeswoman and supporter of breastfeeding and breastfeeding women. Marie guest lectures at the UW School of Nursing, Seattle Pacific School of Nursing, Evergreen Hospital, and, for the March of Dimes, at corporations including Microsoft, Eddie Bauer and others. She regularly instructs for Evergreen Perinatal Education and has been a guest lecturer at the Simkin School, a program of the Seattle Midwifery School, since 2003 and a faculty member since 2008.

COURSE WORK

Each participant will:

- Practice taking multiple choice exams in lactation
- Present and learn from written projects and oral case studies
- Receive a certificate of completion at conclusion of course

WHO SHOULD ATTEND?

- Individuals preparing to become a board certified lactation consultant
- IBCLCs requiring CERPS or exam preparation for re-certification
- Maternity or pediatric nurses
- Obstetricians, pediatricians or family medicine physicians
- Midwives
- Childbirth educators
- Doulas
- WIC clinic staff members
- Perinatal educators
- Social workers
- Early Head Start staff
- La Leche League leaders
- Nursing Mother's Counselors
- Public health nurses or staff
- Occupational or respiratory therapists
- Registered dietitians

PROGRAM

Introductions and Overview of Course
Commitment to Breastfeeding
Prenatal Breastfeeding Risk Assessment
External Anatomy of the Breast
The Wonders of Human Milk – Species Specificity
Getting Breastfeeding Started
Care That Makes Sense for Good Breastfeeding Outcomes
The Science Behind Milk Production
Positioning and Latching Babies at the Breast

Questions and Answers on Initials, Titles, Credentials, Certification
Normal Patterns of Early Breastfeeding
Internal anatomy of the breast
Challenging Early Feedings
Breastfeeding the Late Preterm and Preterm Infant
Communicating Effectively With New Mothers

Breast and Nipple Pain
Maternal Nutrition & Breastfeeding
After the First Three Days
Reflux and Colic
Insufficient Milk - Intake and/or Supply
When Breastfeeding Doesn't Work

Feeding Alerts
Hyperbilirubinemia and Breastfeeding
Normal Breastfeeding Patterns and Predictable Hurdles from Three to Six Months
Culture versus Biology
Liability with Infant Feeding
Tools and Techniques of the Trade
Breastfeeding & Families

Postpartum Adaptation, Mood Disorders, Depression and Breastfeeding
Medications and Breastfeeding
Breastfeeding and Working Outside the Home
Unfinished Questions
Does it All Make a Difference?
Breastfeeding after Six Months
Biological Weaning From the Breast
Evaluation of Course

REGISTRATION Seats are limited. Registration includes the 5-day course including the Lactation Educator training, meals, and continuing education credits. Full attendance is required. There is no partial credit.

EDUCATION CREDITS

International Board of Lactation Consultant Examiners	45 CERPs (44 L & 2 E)
Commission on Dietetic Registration	46 CPE hours, Category II
California Board of Registered Nursing Provider #14127	46 hours

PROGRAM

Day	Monday	Tuesday	Wednesday	Thursday	Friday
Registration/Sign-in	7:30-8:00	7:45-8:00	7:45-8:00	7:45-8:00	7:15-7:30
Program	8:00-5:00	8:00-6:30	8:00-6:30	8:00-5:00	7:30-5:00

MEALS INCLUDED

Continental breakfast: Yogurt, orange juice, fresh fruit, bagels and croissants, coffee, tea and decaf.

Lunch: Restaurant Dining Room Buffet

Afternoon Break: Assorted sodas and mineral waters or coffee, tea and mineral waters plus cheese and crackers, nuts and pretzels or veggies and dip.

WALK-INS There will be **NO** registration at the door.

REFUNDS Requests for refunds must be in writing and postmarked no later than **one month before the starting day of the course**. A \$100.00 administration fee will be retained on all cancellations.

NON-SUFFICIENT FUNDS A \$50 fee will be charged for checks returned from the bank.

CERTIFICATES These will be handed to all participants who have completed all course requirements, including payment, at the end of the course. Replacement certificates cost \$30.

***AGENCY SPONSORSHIP** All attendees will be held primarily responsible for payment of all registration fees. If your workplace or other agency will be paying your registration fee, it is important for you to register as soon as possible with a note to Sue Wirth telling her that the payment will follow. Attending the course is contingent on all course fees being paid by the beginning of the course.

CONTACT/QUESTIONS Anne Garrett 650-755-7165 Sue Wirth SWAGconferences@aol.com

WEB SITE SWAGconferences.org

DIRECTIONS to HS LORDSHIPS at 199 Seawall Drive, Berkeley, CA 94710

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Make the left on University Ave. Stay in left lane. At Marina Blvd. stop sign turn left and go to the end. Turn left on Seawall Drive and go to the end of the road.

FROM THE SOUTH- Take the Gilman Street exit from I-80. At the stop sign turn Left onto Gilman Street. Go under the freeway and make a Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Turn left at Marina Blvd stop sign. Turn left on Seawall Drive and go to the end.

FROM THE BAY BRIDGE -Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Make a left turn onto University Ave. Turn left at Marina Blvd stop sign. Turn left on Seawall Drive and go to the end.

Hs Lordships phone number is 510-843-2733.

Registration Form**Please Print Clearly**

Name (as you wish it to appear on your name badge) and Credentials

Home Address

City**State****Zip**

Phone (home)**Phone (work)**

Email(s)***

Institution/Agency

Special Needs

***AGENCY SPONSORSHIP:** I agree that I am primarily responsible for the payment, by the first day of the course, of all registration fees if my employer or agency does not pay.

Signature**Date****Course Date: Circle One****May 17-21, 2010****November 1-5, 2010*****Registration Fees*****Early Registration** *(postmarked by March 20 or Sept. 1)* **\$950** (____)**Regular Registration** *(postmarked by May 1 or October 16)* **\$999** (____)**CHECKS** Make checks payable to **SWAG Conferences LLC****CREDIT CARDS** **VISA** **MC** **Discover** **American Express****Expiration Date****Credit Card Number**_____**Signature**_____**Date**_____

- **Send registration form to Sue Wirth, 908 Curtis Street, Albany, CA 94706-2108**
- **There is no FAX available.**
- *****Provide a legible email address for confirmation and course information. If you do not have an email address it is important that you have a friend or coworker who can receive emails for you.**

CLOSEST AIRPORT

Oakland International Airport (OAK)

AREA HOTELS

Courtyard by Marriott Emeryville

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Close to mall and restaurants

Doubletree Hotel and Executive Meeting Center Berkeley Marina

(Possible free shuttle to and from BART and Hs Lordships)

200 Marina Boulevard, Berkeley, CA 94710

510-548-7920

Four Points by Sheraton-San Francisco Bay Bridge

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Close to mall and restaurants

Hilton Garden Inn San Francisco Bay Bridge

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Close to mall and restaurants

Woodfin Suite Hotel San Francisco Bay

(Possible free shuttle to Hs Lordships)

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880

Close to mall and restaurants